

For Three Straight Years

KAUR Wins Excellence In Promotions

Auguatana University Radio provides an unique learning experience for students on campus. Students run the station, announce, spin records, as well as for their own promotions.

According to Corey Ward, KAUR's 2nd semester Manager, the station had an air staff of 70 people with 11 on the executive staff. The air staff are all volunteers with KAUR showing them how to use the radio equipment. The station announces 24 hours a day, 365 days a year.

"Our purpose is to circumvent policies and corrupt to youth of America," joked Ward. "Actually we provide an unique radio experience," commented Ward.

KAUR has the distinction of being the only album station in Sioux Falls. They play rock hits in the morning and evening with jazz in the afternoons. On the weekends KAUR plays Christian

Rock music and they have added soul music in the afternoon.

The station had both the United Press International wire as well as the ABC news at the top of each hour. KAUR has 380 watts with the new transmitter that was erected on top of Stavig tower this year.

When asked how the year went Ward feels things went quite well. "We accomplished a lot especially with the purchase of 26,000 dollars worth of new equipment," said Ward. KAUR will be moving to first floor Tuve next summer.

KAUR has the running distinction of winning their third straight "Abby" award. This is for excellence in commercial — self-promotion. KAUR competed against stations in the Sioux Falls area including KELO radio. Rob Choice produced the last promo that won.

Picture #1: The KAUR Executive Staff. Pictured in front row left to right: Alan Heleson, Eric Arlton, Sue Deeringer, Scott Hudson and (sitting) Corey Ward. Back row left to right: Tim Besco, Jim Barkley, Chan Masselink, Brian Sheffield and Randy Ruud.

Picture #2: Jane Wagers, first semester manager at the controls.

